

## Message Text

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21

ACTION EB-11

INFO OCT-01 EUR-06 ISO-00 DRC-01 RSC-01 /020 W

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R 301644Z SEP 74

FM AMEMBASSY LONDON

TO SECSTATE WASHDC 4367

USDOC WASHDC

AMEMBASSY PARIS

AMEMBASSY ROME

UNCLAS LONDON 12751

E.O. 11652: N/A

TAGS: BCON, UK

SUBJECT: COMMERCIAL OFFICERS CONFERENCES

REF: STATE 209417 AND 209418

1. FOR ROME: WILLIAMSON ARRIVING ROME AFTERNOON OCT  
13. WOULD APPRECIATE HAVING HOTEL RESERVATION CHANGED  
TO INCLUDE NIGHTS OF 13TH AND 14TH. TRAVEL INFO WILL  
BE SENT WHEN RESERVATIONS FIRM.

2. FOR PARIS: MILLER, NORRIS AND ANDREWS ARRIVING  
AFTERNOON OCT 22, FIRM FLIGHT PLANS NOT YET MADE.  
MILLER WILL BE ACCOMPANIED BY WIFE AND WISHES DOUBLE  
ROOM RESERVATIONS FOR DURATION OF CONFERENCE. FSL  
ATTENDEE WILL BE MISS BETTY FARENDEN FSL-S1 WHO WILL  
ARRIVE WITH ABOVE PARTY.

3. FOR USDOC: RECOMMEND URGENT CONSIDERATION BE GIVEN  
TO INVITING NEWLY APPROPRIATELY PLANNING AND RESEARCH  
DIRECTOR C.T. PRINDEVILLE TO ATTEND PARIS CONFERENCE.  
WE VIEW PRINDEVILLE'S ACTIVITIES AS ONE OF KEYS TO  
SUCCESS OF TARGETING IN OUR FUTURE CCP AND TRADE  
PROMOTION ACTIVITIES. BELIEVE HE WILL BE IN UNIQUE  
POSITION TO PROFIT FROM PRESENTATIONS AT PARIS AND ON  
BASIS OF HIS PAST USDOC AND FIELD EXPERIENCE, TO MAKE  
CONTRIBUTION TO SUCCESS OF CONFERENCE. PLEASE ADVISE.  
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4. POST HAS TWO SUGGESTIONS FOR POSSIBLE AGENDA ITEMS:

(A) THE PROBLEMS OF INVOLVING THIRD COUNTRY BUSINESSMEN IN TRADE PROMOTION EVENTS. FROM OUR VANTAGE POINT MILAN AND HAGUE APPEAR TO HAVE EXCELLENT TRACK RECORDS IN THIS REGARD AND A "HOW TO DO IT" PRESENTATION FROM THESE OR OTHER POSTS WOULD UNDOUBTEDLY BE HELPFUL.

(B) FIELD EVALUATION OF CONTRACTED MARKETING RESEARCH. THERE ARE NOW NO GUIDELINES FOR THIS OPERATION BEYOND THE SPECIFICATIONS ISSUED AT THE TIME OF CONTRACTING. EACH OFFICER PERFORCE HANDLES HIS QUALITATIVE ANALYSIS OF RESEARCH IN A SUBJECTIVE WAY. THE QUESTION OF THE NEED FOR FURTHER GUIDELINES AND IF THERE IS AGREEMENT ON THE NEED, THE CONTENTS OF SUCH GUIDELINES, MIGHT WELL BE THE BASIS FOR A FRUITFUL DISCUSSION TOPIC.

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